

We conducted a programmatic deep dive across 6 markets for a leading global telecoms brand, providing recommendations to enhance efficiency up to 60%

This global telecoms brand already invested heavily in programmatic, though this was via differing agencies and operational models globally. They were looking to take stock of existing activity and areas of improvements to ensure the utmost alignment and success across markets going forwards.

We conducted a programmatic deep dive across 6 markets, with a focus around the core pillars of transparency and performance. 11 DSP accounts and numerous other programmatic technologies were accessed and analysed, alongside supporting documentation from roughly 6 hand picked campaigns per territory. This specialised deep dive sought to benchmark existing activity against a best practice programmatic solution, auditing 15 key areas such as data and tech fees, measurement and brand safety.

Results highlighted reoccurring patterns as well as anomalies across markets. Two of the largest opportunities to reduce media wastage were addressed through the supply chain and DSP optimisations. Our findings demonstrated that amends to these areas could increase media investment efficiency up to 60% and 30% respectively. Each market received detailed strategic recommendations as well as a timelined implementation plan on how to feasibility and successfully roll out amends over the following 6-12 months.



€5.5 million+

Of media budget



60%

Cost saving opportunity identified



103

Criteria scored and analysed per market



11

DSP accounts audited